

## REMARKS

### I. Summary of the Office Action

Claims 103, 104, 109, 110, 115, 116, 121, 122, 176, 177, 182, and 183 are pending.

Claims 103, 104, 109, 110, 115, 116, 121, 122, 176, 177, 182, and 183 are rejected under 35 U.S.C.

§ 102(b) as being anticipated by Hendricks et al. U.S.

Patent No. 5,600,364 (hereinafter "Hendricks").

This rejection is respectfully traversed.

### II. Summary of Applicants' Reply

Applicants have amended claims 103, 104, 109, 110, 115, 116, 121, 122, 176, 177, 182, and 183. No new subject matter has been added and the amendments are fully supported and justified by the specification. The Examiner's rejections are respectfully traversed.

### III. Applicants' Response To The The Rejection Of The Claims

Applicants' amended independent claims 103, 104, 109, 110, 115, 116, 121, 122, 176, 177, 182, and 183 are directed towards interactive television program guide systems and methods for monitoring a user's interactions with the interactive television program guide to determine the user's interests. Based on the user's interests,

targeted advertisements are displayed (claims 103, 104, 109, 110, 176, and 177)\* or targeted actions are taken (claims 115, 116, 121, 122, 182, and 183)\*\* in the interactive television program guide.

Common to all of applicants' claims are applicants' features of transmitting information about targeted advertisements or targeted actions "from the program guide to a central facility," and maintaining "a monitoring record at the central facility" of that information. Hendricks, however, discloses a very different type of system. Hendricks does not transmit **from the program guide to a central facility** information on which advertisements are displayed or which actions are taken by the interactive television program guide. Nor

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\* More particularly, information on which advertisements are displayed are transmitted from the program guide to a central facility and collected in a monitoring record at the central facility. The information may include, for example, "the location in the program guide in which each targeted advertisement was displayed" (claims 103, 109, and 176), or "the reasons that each targeted advertisement was displayed" (claims 104, 110, and 177).

\*\* More particularly, information on which actions are taken by the program guide are transmitted from the program guide to a central facility and maintained in a monitoring record at the central facility. The information may include, for example, "the location in the program guide in which each targeted action was taken" (claims 115, 121, and 182), or "the reasons that each targeted action was taken" (claims 116, 122, and 183).

does the Hendricks system collect information it receives **from the interactive television program guide** in a monitoring record **at the central facility**. Instead, Hendricks' network controller, which is located at the cable headend, generates packages of advertisements that are displayed during the viewing of programs such that they appear as television commercials or infomercials. These generated packages of advertisements are relayed to the set-top terminal using program signals. Nothing is transmitted from the interactive television program guide to the central facility (e.g., the headend) for collection by the central facility.

Independent claims 103, 104, 115, 116, 121, 122, 176, 177, 182, and 183 also specify that the targeted advertisements are displayed, and the targeted actions are taken, "in the program guide." Hendricks does not disclose these features either. Hendricks transmits its commercials on a single channel using a split screen technique (Hendricks, column 16, lines 1-10). Hendricks' set-top terminal selects the targeted advertisement to be displayed and "masks portions of [the] subscriber's screen" (Hendricks, column 15, lines 55-58). Hendricks does not disclose, however, what is displayed in the masked portion. Hendricks cannot, therefore, anticipate applicants'

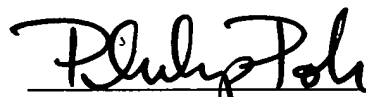
features of collecting and transmitting information regarding targeted advertisements or targeted actions that are "in the program guide."

Accordingly, for the foregoing reasons, applicants respectfully submit that the rejection of independent claims 103, 104, 109, 110, 115, 116, 121, 122, 176, 177, 182, and 183 be withdrawn.

IV. Conclusion

The foregoing demonstrates that claims 103, 104, 109, 110, 115, 116, 121, 122, 176, 177, 182, and 183 are allowable. Reconsideration and allowance of the application are respectfully requested.

Respectfully submitted,



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